

### Abstract of the Disclosure

An improved inflatable cooler including one or more sidewalls formed from a flexible plastic membrane having inflatable air chambers formed therein. In addition, the inflatable cooler preferably includes an inflatable lid (formed from a flexible plastic membrane having inflatable air chambers therein) and bottom wall that are integral to one or more of the sidewalls, thereby forming a one-piece construction. Such one-piece construction prevents loss of the lid and bottom wall. The air chambers of the sidewall(s) and lid act as a thermal insulating barrier for the contents of the inflatable cooler (e.g., ice or ice packs or other cooling mechanism along with food and/or drink). In addition, the inflatable cooler includes a flexible plastic membrane that is removably disposed onto the exterior surface of one or more of the sidewalls. The removable plastic membrane, when disposed onto the exterior surface of one or more of the sidewalls, forms an exterior surface of the cooler suitable for printing graphics, text, logos or other information thereon (for example via silk screening or vinyl graphic printing). Such information may be print advertising, promotional advertising or other mass merchandising and marketing information. In addition, the flexible plastic membrane is preferably shaped such that it surrounds the sidewall(s) of the cooler and provides support for stress normal to the sidewall(s). In addition, the surrounding flexible plastic membrane provides added protection to the inflatable cooler (for example, protection for piercing by foreign objects). In another aspect of the present invention, an improved inflatable cooler has a wide base design wherein the base of one or more sidewalls (formed from a flexible plastic membrane having inflatable air chambers formed therein) has a larger dimension than the top opening. Such wide base design provides added stability and improved load-bearing capabilities.